



12/3/07

Sean Gallagher
Director of Energy Division
California Public Utilities Commission
505 Van Ness Ave
San Francisco, CA 94102

Dear Mr. Gallagher:

In compliance to D.07-05-047, Southern California Edison Company respectfully submits for your review and approval its proposed 2008 Marketing and Outreach Plan for the California Solar Initiative. SCE looks forward to working with the Energy Division to implement marketing and outreach efforts for the CSI. If you have any questions, please contact me at the number below.

Sincerely,

Robert C. Botkin

Robert C. Botkin
Manager of California Solar Initiative Program
Southern California Edison

Southern California Edison
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(626)-673-6177

Strategy

For cost efficiency and maximum 'reach', SCE will continue to promote the CSI program in 'bundled' marketing pieces that discuss the broad array of SCE's Energy Efficiency and Demand Response programs. The CSI program will also be promoted in standalone pieces such as a CSI Targeted Direct Mail Effort, Fact Sheets, Training Materials and Educational Brochures.

SCE also looks forward to jointly collaborating with the other PAs on efforts such as fact sheets, training materials, education/sales support materials, and the applicant video for the GoSolarCalifornia website. This will result in more efficient marketing of the CSI program and better utilization of the limited budget the PAs each have for marketing and outreach in 2008.

Target Audience

The CSI integrated marketing and outreach effort will reach the following targets in SCE's service territory:

- Residential Customers (existing homes)
- Businesses
- Non-profits
- Government Agencies

Messaging

The message strategy will emphasize the environmental benefits of using solar energy while educating customers about incentives available to offset the cost of purchasing a solar energy system. Customers will be encouraged to 'act now' in order to take advantage of higher incentive levels that are available earlier in the program term.

Tactics

SCE plans to implement the following proposed tactical activities in support of CSI marketing and outreach:

Bundled Mailers / Brochures – SCE will continue to market the CSI program along with our broader portfolio of Energy Efficiency and Demand Response programs. A number of SCE 'bundled' marketing pieces already approved by the CPUC as part of SCE's 2007 interim Marketing and Outreach (M&O) plan, will need to be reprinted in 2008 as inventory of these materials is depleted. This includes but is not limited to the Residential Savings Brochure, Residential Welcome Kit, and the B2B Welcome Kit.

Should additional opportunities arise to include CSI messaging in a bundled effort not specifically called out in SCE's 2008 plan submission (or not previously approved by the CPUC), SCE will obtain budget and messaging approval from the CPUC prior to proceeding.

Seasonal Campaign Messaging - SCE's 2008 marketing communications strategy will be centralized around 3 seasonal campaigns in an effort to create more relevant touch points with SCE customers. The launch dates for the seasonal campaigns and the Energy Efficiency and/or Demand Response program(s) that will be the focus of the campaigns has not been finalized at this time. To the extent that it is possible to synergistically incorporate CSI messaging into any of these three seasonal campaigns, SCE has allocated budget in this 2008 plan submission.

Targeted Direct Mail OR Email Effort (Residential) - The CPUC Energy Division previously approved SCE's 2007 targeted direct mail effort proposal, including the decile targets developed from SCE market research analysis, increased circulation and corresponding budget adjustments, and the concept for the collateral materials (envelope, letter, magnet featuring "Fresh California Sunshine – Harvest the Power of the Sun" messaging, and magnet carrier). The CPUC Energy Division concurred with SCE's decision to delay the mailing of this piece until January 2008 due to holidays as well as the catastrophic fires that occurred in some of the target districts. Further, the CPUC Energy Division approved SCE expensing

what we could do to the 2007 interim M&O budget. Costs for the remaining project details such as final printing and postage were approved to be included in SCE's 2008 CSI budget submission.

SCE will continue to utilize this residential solar logistic probability model to identify prospects that have a high propensity to participate in the CSI program. A second Residential customer targeted direct mail effort (or email blast) will be implemented in 2008 to increase residential customer awareness and participation in the CSI program.

B2B Industry Specific Solar Education Brochures – SCE has budgeted for the development of three statewide, Industry-Specific brochures to promote the CSI program to Schools, Restaurants and Government customers. Brochure content and messaging will be appropriate to the target audience. SCE envisions that these brochures will be an integral part of a statewide suite of solar education materials readily accessible and utilizable by all PAs in their solar marketing, education and outreach efforts.

It should be noted that SCE's 2008 CSI program interim budget (\$500,000) is insufficient for SCE to solely develop solar education brochures for more than the three industries identified above. Should the other PAs be willing to take the lead in developing brochures for additional industries and allocate funds in their respective 2008 CSI plans, this will help to expedite completion of a much needed full suite of Industry-Specific solar education brochures.

Power Bulletin – The Power Bulletin is a newsletter that is sent to approx. 8,500 large business customers (>500KW) in hardcopy and electronic format. It contains Energy Efficiency information, events information and important tips to help business customers use their electric energy wisely. A full-page, feature article on the CSI was included in the June 2007 issue of the Power Bulletin and funded at no cost to SCE's 2007 interim plan. SCE would like to pursue this no-cost marketing opportunity again for 2008 to promote the CSI program.

B2B Solar Energy Management Success Stories - SCE plans to produce three (3) new Solar Energy Management Case Studies in 2008 to help increase business customer participation in the CSI program. These case studies will be distributed to business customers to educate them about the economic and environmental benefits associated with installing a PV solar system at their facility. Because Energy Management Success stories are testimonials based on the customer's actual experience, they do resonate with customers and have a great impact. The Solar Energy Management Success Stories will be included in SCE's B2B Welcome Kit, and also integrated into other SCE business and training related efforts.

Bill Onserts - SCE's electric bill format was recently enhanced to provide customers with better information and tools to help them manage their energy use. The new format includes 'on bill' messaging capability, eliminating the need for bill 'inserts'. Because of this change in format, the bill insert that was budgeted in SCE's 2007 CSI plan and scheduled for implementation in Q1 2008, will now be deployed as a bill 'onsert,' which is SCE's new term to refer to a message that appears on the bill itself, unlike the former bill "insert." At this time, there is no cost for bill onsert messaging, although the amount of space available to deploy messaging is limited to a maximum of 120 words.

Additionally, SCE plans to use bill onsert messaging to promote the CSI to target audiences during the following time periods: July 2008 (target audience: Residential customers) and October 2008 (target audience: Medium and Large Commercial). The dates for the bill onserts are targets and may need to be adjusted to accommodate priority regulatory or energy efficiency program messages that need to run during that same timeframe. Messaging will be appropriate to the target audience.

CSI Fact Sheets – SCE took the lead on developing a statewide, installer-focused fact sheet which has already received CPUC approval. SCE will coordinate with the other PAs to obtain the residential-focused developed by Pacific Gas and Electric Company and commercial-focused developed by California Center for Sustainable Energy (CCSE) statewide fact sheets once these fact sheets are approved by the CPUC. Additionally, SCE has volunteered to lead the development of a statewide,

government-focused fact sheet. SCE will coordinate with Amy Reardon at the CPUC Energy Division on the development of this piece.

SCE believes that it is critical to the CSI program to have each fact sheet version available for hand out at various solar conferences, workshops, training, and outreach events that will occur in 2008. The budget set aside in SCE's 2008 plan submission includes production cost for the government-focused fact sheet and reprints of the CPUC-approved installer, residential and commercial focused fact sheets as inventories are depleted.

CSI Education/Sales Support Materials - SCE proposes that the PAs jointly collaborate on well developed training and sales support materials that will have longevity throughout the CSI program cycle. For example a statewide "Everything You Always Wanted to Know about Solar (But Were Afraid to Ask)" education brochure could be jointly developed by the PAs to help increase solar energy consideration and CSI program participation.

SCE recommends that the development of this statewide solar education brochure (and all CSI education/sales support materials) occurs as early as possible in the 2008 calendar year.

'Harvest the Power of the Sun' Magnet Reprint - SCE has also budgeted for a limited number of reprints of the 'Fresh California Sunshine - Harvest the Power of the Sun' magnet already approved as a component of SCE's 2007 interim plan (residential customer targeted direct mail effort). The draft copy for the magnet is a timeless call to action to 'act now' while incentives are at their highest (final copy pending CPUC approval). The magnet also references the GoSolarCalifornia website address. The magnet would be distributed at trade shows and events – a low cost, high impact way to further leverage the 'go solar' call to action.

SCE.com Website Upgrade – SCE will continue to explore opportunities to enhance the SCE.com website to include interactive capabilities on CSI-related topics (e.g., customer feedback mechanism, access to installer web-based training classes; ability to enroll in training online, ability to access the CSI newsletter, etc.) and links to the CSI Statewide Database. A complete overhaul of the SCE.com website is not planned; rather, enhancements that are undertaken will be focused on the CSI and consistent with the priorities established in D.07-05-047.

Joint PA Newsletter – As required in D.07-05-047, SCE will continue to coordinate with the other CSI PAs on the development of a content-rich newsletter to update readers on new program tools and information, the current focus of CSI implementation discussions, and methods for the public to submit suggested solutions on implementation concerns.

Additional topics as suggested by CPUC staff will be included in the newsletter. The newsletter will be posted to the GoSolarCalifornia website and to SCE's website. It will be sent to all applicants in the SGIP and CSI databases, to lists of registered sellers and installers, and to the service list in Rulemaking 06-03-004. The newsletter will also be sent to applicants in the ERP database, provided access to that database is given to the CSI PAs by the CEC.

CCSE led the development of the inaugural edition of the CSI newsletter which was emailed to the Service List back in October 2007. Each trimester, a different PA must take the lead on coordinating the statewide article content for the newsletter.

As directed by the CPUC, drafts of future newsletter editions must be sent to the Energy Division for approval by the 10th of each month. The newsletter must be issued by the 3rd Tuesday of each month.

The CPUC plans to query the CSI online database for the CSI applicants and customers to whom the newsletter will be sent. The CPUC will then provide the harvested email addresses to Vertical Response, a 3rd party email marketing vendor, to facilitate the electronic distribution of the newsletter. SCE supports this approach, provided the CPUC recognizes and takes responsibility for the confidentiality of the data in the CSI database. As such, SCE respectfully requests that the CPUC ensure that this data is not provided to third parties or any other entities that are not obligated by law or contract to maintain the

confidentiality of the data, and ensure that the data is utilized solely for the purposes of distributing the newsletter.

Training – SCE will continue to offer comprehensive installer training. 12 classes (1 per month) will be scheduled. Additional classes will be added as needed. The total number of classes offered in 2008 will be capped at a maximum of 18. Topics that will be covered include:

- CSI Overview and Interconnection Process
- Statewide Online Database
- Solar Thermal
- Shading
- Advice Letters
- PV Fire Safety
- Conducting Post Installation Inspections

CSI Applicant Video – Although the Applicant Video was included in the PAs approved 2007 marketing and outreach plans, it did not come to fruition in 2007. In 2008, SCE will work jointly with the other CSI PAs to develop a short video for the GoSolarCalifornia.com website that will walk interested applicants through the CSI application process. As stipulated in Decision 07-05-047, the cost for the video is to be shared by all PAs. Estimated production cost for the video are not yet determined, however, SCE has budgeted a maximum of \$50,000 for this effort. SCE will also coordinate with the other PAs to develop a co-funding agreement to coordinate payments. To the extent it is determined that SCE's share of the video production is greater than its 2008 budget allocation SCE will request additional marketing funds pursuant to D.07-05-047.

Implementation Timeline

The implementation timeline below provides proposed dates for the completion of 2008 CSI program marketing and outreach activities. These implementation dates are estimates and may be adjusted as needs arise.

2008 Interim CSI Marketing & Outreach Plan Implementation Timeline												
TACTICAL SUPPORT	January	February	March	April	May	June	July	August	September	October	November	December
RESIDENTIAL:												
- CSI Targeted Direct Mail Effort (Print & Launch 2007 Direct Mail Effort)												
- 2008 CSI Residential Targeted Direct Mail OR Email Blast												
- Reprint of Residential Saving Brochure												
- Reprint of Residential Welcome Kit												
- Inclusion of CSI Messaging in Seasonal Campaign Efforts (TBD)												
BUSINESS:												
- B2B Industry Specific Solar Education Brochures (Gov't, Schools, Restaurants)												
- Reprint of B2B Welcome Kit												
- CSI Energy Management Success Stories												
- CSI Power Bulletin Article												
CSI BILL INSERT (on bill messaging)												
SCE.COM WEBSITE ENHANCEMENTS:												
JOINT PA NEWSLETTER:												
CSI FACT SHEETS												
EDUCATION / SALES SUPPORT MATERIALS:												
- Solar Education Brochure												
- "Harvest the Power of the Sun" Magnet Reprint												
INSTALLER TRAINING:												
- Monthly Installer Workshops												
APPLICANT VIDEO FOR GoSolarCalifornia												
- Applicant Video for GoSolarCalifornia website												

Budget

As stipulated in the September 14, 2007 business letter from the Director of the Energy Division and Decision 07-05-047, PAs must adhere to a \$500,000 annual budget for interim CSI marketing and outreach. Accordingly, the following proposed budget allocation represents costs for interim marketing and outreach as described above:

2008 CSI Interim M&O Budget	
CSI Marketing Effort	Budgeted Amount
Residential Bundled Materials	\$45,000
Residential Targeted Direct Mail (2007 Print Production carry over)	\$43,000
Residential 2008 Targeted Direct Mail/Email Opportunity	\$120,000
Inclusion of CSI in SCE Seasonal Campaign Messaging	\$10,000
B2B Welcome Kit Reprint	\$12,000
B2B CSI Energy Mgmt Success Stories (Qty: 3)	\$15,000
B2B Industry-Focused Solar Education Brochures	\$60,000
SCE.com Website Enhancement	\$15,000
CSI Fact Sheets	\$43,000
CSI Installer Training	\$45,000
Applicant Video for GoSolarCalifornia website	\$50,000
Joint PA Electronic Newsletter	\$2,000
Solar Education Brochure	\$30,000
"Harvest the Power of the Sun" Magnet Reprints	\$10,000
Power Bulletin Article	\$0
CSI Bill Onsert (Qty: 3) - NO CHARGE	\$0
TOTAL:	\$500,000

Cost Methodology

As required by D.07-05-047, where SCE markets the CSI in conjunction with other Energy Efficiency and Demand Response programs, SCE will separately track the marketing costs attributable to the CSI. SCE will allocate costs based on the space dedicated to the CSI and the percentage of total content dedicated to the CSI in each marketing piece.

Program Tracking

SCE will track the performance of its 2008 CSI marketing and outreach efforts in the following manner:

1. Monthly monitoring of the volume of CSI residential and business customer program applications;
2. Volume of monthly calls received by SCE's dedicated CSI hotline number;
3. Website Traffic – A personalized URL, www.sce.com/csi will be included on standalone marketing pieces which will allow SCE to monitor traffic to the solar area of the SCE.com website. As mandated by the CPUC, SCE will include the GoSolarCalifornia.ca.gov URL on all marketing and outreach materials. However, it should be noted that the CSI PAs currently lack the ability to track

hits/click thru rates to the statewide GoSolarCalifornia website that occur as a result of our respective CSI marketing and outreach efforts. Therefore, the number of hits/click thru rates to the SCE.com may not accurately reflect true CSI program participation.

4. SCE will continue to collect attendance and demographic information from participants who attend installer training sessions. Participants will complete a course evaluation after each class. The results of these course evaluations will be tabulated and shared with the CPUC.

Additional Requirements

In addition to the above, SCE will fully comply with these additional mandates as stipulated in Decision 07-05-047:

1. All SCE marketing and outreach materials will include the GoSolarCalifornia.com website and where practical, reference the PAs role in the CSI program.
2. SCE will submit semi-annual expense reports on all administrative activities to the Director of Energy Division. The next report will be submitted on January 15, 2008 with additional reporting to follow every six months thereafter.
3. SCE will update its marketing and outreach plan by letter to the Director of the Energy Division six months after the date of this initial letter, and every six months thereafter until a final marketing and outreach plan is adopted.
4. If necessary, SCE may request up to an additional 20% (\$100,000) in marketing funds. If SCE submits such a request, SCE will provide detailed justification to the Energy Division for the additional budget increase.

Comments

As directed by the Energy Division, SCE is requesting an expedited comment period. Anyone wishing to comment on this Revised Marketing and Outreach Plan may do so by letter sent via U.S. mail, by facsimile, or electronically, any of which must be received no later than December 8, 2007, which is five (5) days after the date of this filing. Reply comments, if necessary, should be submitted no later than December 11, 2007, which is three (3) days after the deadline for opening comments.

Notice

As directed by D.07-05-047 and the Energy Division, SCE is providing a copy of this letter to the service list in Rulemaking 06-03-004.

CERTIFICATE OF SERVICE

I hereby certify that, pursuant to the Commissioner's Rules of Practice and Procedure, I have this day served a true copy of "**2008 California Solar Initiative Marketing and Outreach Plan**" on all parties identified in the attached service list(s).

Transmitting the copies via e-mail to all parties who have provided an e-mail address.

First class mail will be used if electronic service cannot be effectuated.

Executed this **3rd day of December, 2007**, at Rosemead, California.

/s/ Raquel Ippoliti

Raquel Ippoliti

Project Analyst

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